

ABSTRACT OF THE DISCLOSURE

A service execution method for providing services to a large number of unspecified or specified users by an optimum one of a plurality of methods selected in accordance with the users' attributes, content that the users access, the terminals which the users are using to make requests, etc. A standard operation sequence for executing a service is modified in accordance with privilege information on content, information on a user using the service, and a basic operation modification rule. Content operated using the modified operation sequence is modified according to a model corresponding to a client device, and the results are provided to the user. Depending on the load on a first service execution apparatus, a second or other service execution apparatus is used. Further, content is periodically collected from content providers.